10 Ways To Promote NCPW 2003 – Information Security: Putting the Pieces Together

Our access to information and entertainment; credit and financial services; products from every corner of the world – even to our work – is greater than earlier generations could ever have imagined. Thanks to the Internet, we can order books, clothes, appliances and gifts online; book a hotel room across the ocean; check our credit card and bank balances 24 hours a day; or access our offices from an airport thousands of miles away.

And yet, while the Internet helps make our lives richer and more convenient, it also provides a gateway to our personal information; our homes, families and worksites; our security and safety. Viruses, hackers and worms have become the stuff of headlines, with results that can range from mere headaches to complete havoc.

Whether you're concerned about information security from the perspective of computer security, e-commerce, spam, privacy, or identity theft, here are some activities you and your organization can take part in to help consumers learn more about the issues.

1. Produce and distribute your own materials using the NCPW theme, or order consumer education materials (or download and print them) from the Federal Trade Commission at http://www.ftc.gov/bcp/conline/pubs/bulkordr.htm.

2. Ask community organizations with which you are involved to post a link to www.consumer.gov/ncpw on their website.

3. Ask your local library to post information on bulletin boards, display in reading rooms or distribute during public discussion groups. Let the library staff know that the information is available at www.consumer.gov/ncpw.

4. Make information security a topic for your Speakers Bureau.

5. Send information to potential participating organizations, asking them to promote the Culture of Security through their newsletters or other means of communication. Outlets include local trade organizations, community and senior centers, computer and electronic stores, chambers of commerce, and places of worship.

6. Send publications to community colleges and adult education programs and ask that they be forwarded to instructors who teach classes related to computer skills or Internet use. Send copies of publications to local PTAs.

7. Plan a special promotional or media event to launch your own information security education campaign. Enlist the help of a popular local radio or television personality to promote the campaign.

8. Host a Brown Bag breakfast or lunch meeting on information security for reporters who cover business, information technology, personal finance, lifestyle, and consumer affairs for local media.

9. Work with local groups of non-native English speakers to translate information into other languages. For example, Spanish, Vietnamese and Chinese. Seek their help in getting articles on information security and other privacy issues in foreign language newspapers.

10. Share the material with your family and friends.